

Once is enough. Once is enough. Once is enough. Once is enough. Once is enough.

Paribus FOR SAGE CRM



Paribus™ for Sage CRM eliminates waste, saves money and improves your company's health and image by enabling the identification and accurate consolidation of duplicate records within your database.

Duplicated information increases cost and degrades your market's perception of your business. Your staff wastes valuable time retrieving records and systems have no effective means of exchanging key data. In addition to the hard costs associated with duplicate data, your business suffers from a degraded perception of your professionalism. Whether it's Cold-calling existing clients . . . Customers receiving 2, 3 or 4 copies of the same mailing . . . Confusion when they reach your call center . . . These are just a few examples of the REAL cost of bad data.

Whether you need to de-duplicate, reassign or import data, consolidate or integrate systems; the intelligent matching of Paribus delivers. Clean data provides increased efficiency and effectiveness.

Enhancing your business

- **De-duplication:** Identify duplicate data within a single system (e.g., Sage CRM or Sage SalesLogix) to ensure a clean and consolidated view of information.
- **Consolidation:** Use Paribus to identify existing customers/prospects in purchased lists prior to importing or combining information from multiple sources (e.g., departments, divisions) into a single system.
- **Systems Integration:** Establish relationships between information from multiple systems for the purpose of systems integration.

Paribus provides benefit to businesses irrespective of market, size or operation. Consolidation of customer information into a single, non-duplicated set of information is essential.

Paribus enables first-class data management. Increase sales and marketing effectiveness and productivity through clean, focused data; with a cohesive view of the customer.

No more multiple records for the same Company. Notes, history, attachments, emails, opportunities, products and all the other information related to an Account will be in ONE PLACE. Give your users the confidence they require to perform efficiently and effectively.

And, once duplicates have been cleansed from your Sage CRM database, Paribus can provide a tool for ongoing, periodic cleansing or pre-identification of matching records in lists you'd like to import into your Sage CRM system.

How many duplicates do you have?

Order the FREE Paribus for Sage CRM Evaluation Kit from www.QGateSoftware.com TODAY!

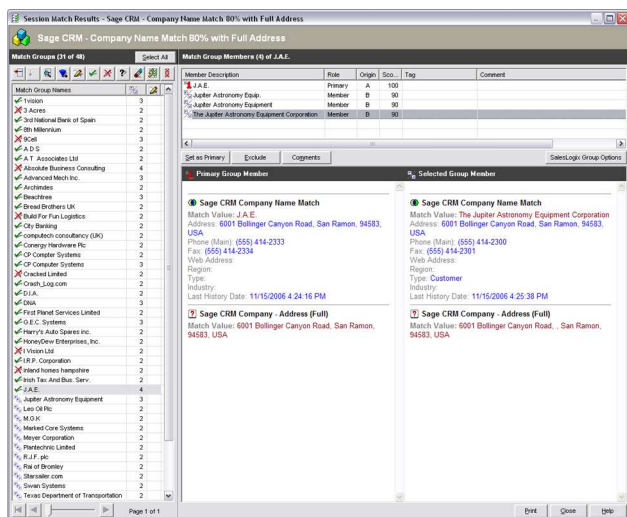
Once is enough. Once is enough. Once is enough. Once is enough. Once is enough.

Sage CRM custom plug-in

The Paribus for Sage CRM component is a custom plug-in which provides the ability to remove duplicate Sage CRM Companies and People, while automatically reassigning (consolidating) associated information - including Addresses, Opportunities, History and your Custom data extensions - into a single master Company or Person.

Paribus for Sage CRM provides the complete review process of all matching Sage CRM Companies and Contacts, enabling users to verify the results before the duplicate cleansing process is initiated. Information reassignment is based dynamically upon your specific Sage CRM database model so that as much data as possible will be reassigned, including standard fields, custom fields, key attributes, phone numbers, email addresses, street addresses, case progress, opportunity progress and more.

This custom solution provides a complete pre-defined library of Paribus data definitions mapping to the Sage CRM data model, enabling users to quickly and easily implement Paribus without knowledge of complex SQL and database schema.



The Paribus Match Session review screen provides an easy method for determining which groups of matches to process and identify the surviving "Master" record.

Powered by IntelliSearch

IntelliSearch is a collection of sophisticated algorithms which provides the ability to intelligently identify matches within data based on phonetic likenesses, synonyms and name variations; irrespective of word segmentation, noise words, spelling errors and even word sequencing.

Phonetic Matching

IntelliSearch is able to match data based upon phonetics:

- Photo Centre, Foto Center
- Robert Stephenson, Bob Stevenson, Bobbie Stevensen
- Cheryl Wiatt, Sheryl Wyiatt, Sherril Wyatt

Synonyms and Abbreviations

IntelliSearch provides support for matching synonyms:

- Robert, Bob, Bobbie, Rob, Robbie, Roberto
- William, Will, Willy, Bill, Billy
- Richard, Rich, Ric, Rick, Dick
- International Business Machines, IBM, I.B.M., The IBM Corporation

Sequence Variations

IntelliSearch provides a unique feature if identifying matches regardless of the sequence and extent of the words and/or names contained:

- Florida University, University of Florida
- Arizona First National Bank, 1st National Bank of Arizona

Data Segmentation

IntelliSearch provides the ability to match names regardless of their segmentation (spaced / punctuated words):

- QGate Software, Q Gate Software, Q-Gate Software
- GuideMark, Guide Mark, Guide-Mark
- 3Com, 3 Com, 3-Com

QGate Software
2843 E Grand River Ave #212
East Lansing, MI 48823

+1 (517) 853-1214
info@QGateSoftware.com
www.QGateSoftware.com

